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January 10, 2006

**FACSIMILE TRANSMISSION SHEET**

**TO:** United States Patent & Trademark Office  
James W. Myhre

**FAX NO.:** (571) 273-8300

**FROM:** Keith R. Jarosik

**PAGES:** 14  
(INCLUDING THIS PAGE)

**PLEASE CONFIRM RECEIPT:** YES

**RE:** Patent Application Serial No.: 09/747,950  
Inventor: Richard C. ZORN  
Filed: December 27, 2000  
Title: TARGETED ADVERTISING BROCHURE  
AND METHOD FOR ITS USE  
Attorney Docket Number: 20098/0002-US

*Please contact Kristina Laves at (312) 580-1020 if you do not receive all of the pages in good condition.*

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Richard C. ZORN	) I hereby certify that this
U.S. Serial No.	: 09/747,950	) correspondence is being facsimile
Filed	: December 27, 2000	) transmitted to the United States
Title	: TARGETED ADVERTISING	) Patent & Trademark Office, Fax No.
	BROCHURE AND METHOD	) (571) 273-8300
	FOR ITS USE	) on this date:
Art Unit	: 3622	) Dated: January 10, 2006
Examiner	: James W. Myhre	) 
		) Keith R. Jarosik
		) Registration No. 47,683

**RESPONSE TO THE OFFICE ACTION DATED OCTOBER 12, 2005**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action dated October 12, 2005, please enter the following amendments and consider the following remarks.

**The status of the claims** begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.